

37. (cancelled)

38. (currently amended) A method of applying linerless labels to articles, wherein the labels each have an adhesive side and a release side, which comprises: contouring a label so the release side of the label is contoured and made concave; projecting an end of the concaved label toward an article, so the label end contacts the article and so the adhesive side adheres to the article; and, releasing the label from the means which projected the label toward the article; and, adhering the rest of the label to the article.

39. (new) The apparatus of claim 9 wherein the downstream end roller of said means for receiving, where a belt runs, has a diameter relative to the thickness of each belt sufficient to cause stretching of the outer fiber of each of the belts, and to thereby create breakaway strain on any adhesive bond between the belts and a web being moved along the flow path.